

CHANNEL PARTNERS

Rules of Engagement Summary and Highlights

The following items represent key summaries and highlights associated with Crown Castle Rules of Engagement (ROE) related to Channel Partners. Crown Castle has developed and deployed a comprehensive internal ROE document, which provides guidance and clarity regarding all cross-channel and cross-segment sales activities. We will continue to improve and refine these guidelines as our business changes over time. Should you ever have questions regarding any aspect of our ROE, please reach out directly to your Channel Manager or National Channel Leadership for information and clarification.

► **Prospect accounts** (non-billing): Prospective Enterprise accounts are available for Partners to sell into and largely deemed to be “ink wins” opportunities for Partners.

- **Exceptions:** In the event there is an active proposal, or an opportunity has advanced in CRM to the contracting stage, approval for a secondary sales team (Direct or Partner Channel) to engage must be granted by Managing Director (MD). If there is an active opportunity prior to a secondary sales team engaging, the MD may approve, decline engagement, or recommend teaming between sales teams.
- **Price Parity:** Crown Castle policy dictates that solutions should be priced equally when multiple sales teams have proposals for the same opportunities in play.

► **Existing accounts** (billing): Existing Enterprise accounts may not be sold into by Partners without specific approvals via engagement requests. While Partners may sell incremental services into existing accounts, in circumstances where Partner demonstrates new and material value, pre-approval must be granted based upon the Partner demonstrating adequate value, positioning and opportunity for Crown Castle. Additionally, new service opportunities must be separate from and unrelated to existing services.

Futher details:

- Existing Revenue/Service is protected, for both Direct and Indirect teams. Upgrades and renewals of existing services, not originally sold by a Partner, are not compensable actions.
- Either Direct or Indirect teams may be approved to sell incremental, new and separate services into existing customer accounts.
- Teaming with direct account teams may be required for engagement, in instances where recent active opportunities have been initiated or there is clear and agreed-upon value for teaming to occur.
- Engagement will be denied in instances where there is determined to be strategic disadvantage to Crown Castle, or there is already a contract stage engagement active within the account.
- All Partner engagements require approval in advance, managed by your assigned Channel Manager.

- **Wholesale, named national accounts, and public sector accounts** (Federal, state and local government accounts, including publicly funded education K-12 and higher ed): Opportunities which fall into customer accounts (new or existing) within these segments must be reviewed in advance of engagement. Restrictions may apply or engagement may be denied. All opportunities must be brought to your Channel Manager for review and approval.
- **Teaming:** Although the starting point for all sales opportunities is your Channel Manager (critical to ensure proper confidentiality and compensation), Crown Castle supports and encourages cross-channel teaming in instances where there is clear value and uniform agreement to do so.
- **Price parity:** Crown Castle provides price parity for all “compete” situations where two or more sales entities are engaged in the same opportunity/sales effort.
- **Partner management and support:** All Channel Partner relationships are managed within the Crown Castle Channel Program. Your Crown Castle Channel Manager is your primary point of contact for all sales related support needs and opportunity engagement, including teaming engagements with direct sales resources.
- **Compensation deviation:** In instances where unusual and material competitive circumstances exist, Crown Castle costs are prohibitively high, or other financial return related dynamics exist, it may be required for the Partner to accept a reduced compensation level in order to bid on services. In such instances, Crown Castle will secure written approval from the Partner in advance.